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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the auto sales occupation. The analysis follows the salesperson through the essential everyday performance of the tasks in the occupation. The duties involve the process of obtaining the prospects and leading them into decisions which will eventually end in a satisfactory sale. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Ten duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties are listed as: prospect for customers; qualify the prospect; demonstrate the auto; determine wholesale value of trade; prepare the purchase order; compute the total sales; close the sale; order the prospect's automobile; finance the customer; and followup the sale and delivery. A glossary of trade terms is appended. (BP)

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Occupational Analysis

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AUTO SALES

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Instructional Materials Laboratory
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AN ANALYSIS OF THE AUTOMOBILE SALES OCCUPATION

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FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

The goal of this document was to describe the various tasks required of an automobile salesperson. The participants endeavored to maintain a scope which includes different types and sizes of agencies. It was their intent to limit the contents of the analysis to the actual performance level of today's new and used car salesperson.

The analysis follows the salesperson through the essential everyday performance of the tasks in the occupation. The duties involve the process of obtaining the prospects and leading them into decisions which will eventually end in a satisfactory sale.

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JOB DESCRIPTION

A new or used car salesperson sells new or used autos on the premises of an auto agency; compiles information on various car models and credit terms to achieve sales; explains features and demonstrates operation of a car in the showroom or on the road; suggests optional equipment for customer to purchase; computes total sales price, including tax, trade-in allowance, license fees, and discount; informs customer of price and requirements for financing payment of car on credit; prepares sales contract for customer's signature and obtains necessary information for completing credit applications.

Duty A Prospect for Customers

1 Obtain a list of preferred leads
2 Refer to customer sales file
3 Check service department area
4 Utilize Motor Vehicle Registration book
5 Refer to telephone directory
6 Scrutinize the classified ad section of local newspaper
7 Maintain community involvement
8 Maintain referral source (bird dog)

(TASK STATEMENT) Obtain list of preferred leads

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Graduation lists Organizational lists Union lists Customer lists (present buyers)	Steps: Obtain a list of preferred leads Contact by phone or mail (business offer) Ask for referrals Note: Obtaining the lists may be one of the most difficult aspects. Time consuming	

DECISIONS	CUES	ERRORS
1. Who to call and <u>when</u>	1. Prospects interest or need 2. Congenial Response	1. Professionai Responsibility 2. Loss of sales

(TASK STATEMENT)

BEHAVIORAL SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables. Exhibit qualities of self-confidence, self-control, and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear Anxiety Rigidity Tension — Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret prospects needs	1. Persuasion and sales Techniques implying
2. Writing	2. Interpret prospects needs	2. Appropriate diction Clarity of Expression

(TASK STATEMENT) REFER TO CUSTOMER SALES FILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer file (invoice)	Steps: Obtain pertinent information from invoice (name, address, make, model, style of present auto, where financed) Contact prospect (ask for referrals)	

DECISIONS	CUES	ERRORS
1. Determine prospects need and wants	1. Customer interest and need	1. Loss of sales 2. Professional responsibility

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Exhibit qualities of self-confidence, self-control and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear, Anxiety, Rigidity, Tension Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Writing	1. Prepare written communication	1. Persuasion and sales techniques Denotative/conotative Appropriate diction and grammar
2. Listening	2. Take notes	2. Discriminate facts from non facts Recognize opinions
3. Speaking		3. Persuasion and sales techniques Clarity of expression, enunciation Logic

(TASK STATEMENT) CHECK SERVICE DEPARTMENT AREA (for prospects)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Service customers	Steps: Contact service customers Maintain rapport with service manager	

DECISIONS	CUES	ERRORS
1. Determine if a need exists	1. Customers dissatisfaction with present auto	1. Failure to use captive prospects 2. Loss of sales

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Exhibit qualities of self-confidence, self-control, and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear, Anxiety, Rigidity, Tension Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Listen	1. Interpret prospects needs	1. Sales techniques and persuasion
2. Speaking	2. Interpret prospects needs	2. Logic Implying Enunciation Clarity of expression

(TASK STATEMENT) UTILIZE MOTOR VEHICLE REGISTRATION BOOK

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
State Motor Vehicle Registration Book Phone Writing Materials	Steps: Identify prospect through liscense plate # Cross check through the phone book Contact perspective customer (phone or write)--question as to wants or needs, make business offer, imprint salesperson's name in their mind Ask for referrals	

DECISIONS	CUES	ERRORS
1. Determine method of contact 2. Qualify prospect	1. Age of vehicle, make, condition Note: The <u>active</u> auto buyer trades on an average of every two to three years. Contacting prospects with too old or too new of autos may waste time	1. Loss of sale 2. Professional responsibility

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Exhibit qualities of self-confidence, self-control, and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear, Anxiety, Rigidity, Tension Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables.	Uses of Numbers: (without calculation) INDEXING

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Writing	1. Prepare written communication	1. Persuasion and sales techniques- clarity of expression
2. Reading	2. Use of registration book	2. Informational reports Detail/inference
3. Speaking	3. Making phone calls	3. Persuasion and sales tech. Appropriate diction-implying, diction, logic
4. Listening	4. Noting	4. Recognize opinion

(TASK STATEMENT) REFER TO TELEPHONE DIRECTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Telephone books Telephone Written matter (post cards, business offers)	Obtain names and telephone numbers Contact prospect Ask for referrals	

DECISIONS	CUES	ERRORS
1. Determine prospects wants or needs 2. Determine location, distance may mean a wasted call Note: Distance does not always pertain 3. Determine whether or not the time is right Note: After the dinner hour is best. Afternoon calls open the way with wives	1. Customer's wants or needs 2. Customer's unwillingness to communicate	1. Loss of income 2. Professional responsibility

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Exhibit qualities of self-confidence, self-control, and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear, Anxiety, Rigidity, Tension Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Writing	1. Prepare written communication	1. Persuasion and sales techniques Clarity of expression
2. Listening	2. Interpret customer's needs	2. Note taking Discriminate facts
3. Speaking	3. Interpret customer's needs	3. Appropriate diction, enunciation clarity of expression, and logic

(TASK STATEMENT) SCRUTINIZE THE CLASSIFIED AD SECTION OF THE LOCAL PAPER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Newspaper	Steps: Obtain current local newspaper Call the prospect (ask for referrals) Note: Give name and dealer, ask customer to ask for you by name	

DECISIONS	CUES	ERRORS
1. Determine what prospects to call	1. Prospect interest or need 2. Willingness to trade 3. Congenial response	1. Loss of sale 2. Professional responsibility

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Exhibit qualities of self-confidence, self-control, and self-reliance Communicate pride in establishment Inhibitors of efficient job performance: Fear, Anxiety, Rigidity, Tension Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Reading	1. Interpret customer need	1. Detail/inference
2. Listening	2. Interpret customer need	2. Discriminate facts from non facts Note taking
3. Speaking	3. Interpret customer need	3. Persuasion and sales techniques

(TASK STATEMENT) MAINTAIN COMMUNITY INVOLVEMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Civic organizations Community projects	Steps: Join the appropriate organization	

DECISIONS	CUES	ERRORS
1. Decide which organization would be most beneficial	1. Organization activities in community affairs Note: do they become involved	1. Loss of a source of constant referral 2. Waste of time 3. Professional responsibility

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts Communicate pride in establishment Maintain capacity to function efficiently when encountering fast changing multiple personal or situational variables Maintain capacity to generate integrity Awareness of ones diverse, intuitive (creative) capacities Awareness of ones unlimited intellectual activities	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Listening	1. Developing leads	1. Auditory discrimination Discriminate facts from non-facts
2. Speaking	2. Verbal involvement	2. Persuasion and sales techniques Implying, poise, and clarity of expression

(TASK STATEMENT) MAINTAIN REFERRAL SOURCES (BIRD DOGS)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Business People (Bars, service station, clothing stores) Friends Relatives	Steps: Personally contact bird dogs (periodically) Offer to compensate (compensate after delivery	

DECISIONS	CUES	ERRORS
1. Determine method of compensation 2. Determine if source understands what you want done and how it is to be done	1. Interest in extra source of income 2. Large consumer contact	1. Loss of extra sales 2. Ill-will between birddog and salesperson

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit capacity to foster trust Principle: Exhibit qualities of tact Principle: Communicate pride in establishment	Set of Real Numbers

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Maintain referral sources	1. Implying, logic 2. Persuasion and sales techniques 3. Clarity of expression

Duty B Qualify the Prospect

1 Establish customer rapport
2. Determine occupation and place of employment
3 Determine length of employment
4 Ask length of residence and form of ownership
5 Ascertain financial obligation
6 Obtain agreement on style, model and equipment

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(TASK STATEMENT) ESTABLISH CUSTOMER RAPPORT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Organizations Names	Steps: Obtain names, relatives, organizations, hobbies, special interest Establish for common interest Acquire general knowledge of popular interest Be a conversationalist Note: This task is probably the most important step. It usually begins the sales process	

DECISIONS	CUES	ERRORS
1. Is there a common interest	1. Names, organizations, hobby, sticker - on auto, dress, rings, (wearing apparel)	1. Loss of sale 2. Lack of trust

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: 1. Capacity to maintain open-mindedness and composure 2. Excessive identification with ones social role (inhibitor) concept: Do not reflect own values 3. Exhibit capacity to listen openly and attentively Concept: Avoid contradiction of prospect Principle: Conscious awareness of physical expressions Concept: Movement from tension to relaxation Rule: "You can win an argument and lose a sale"	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret customer needs	1. Persuasion and sales techniques Logic, dress, grooming, facial and body features, poise
2. Listening	2. Build confidence	2. Discriminate facts from non facts Recognize opinions Logic

(TASK STATEMENT) DETERMINE OCCUPATION AND PLACE OF EMPLOYMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer	Step: Get customer name and ask pertinent information	

DECISIONS	CUES	ERRORS
1. Evaluate if occupation and employment qualifies buyer	1. Wife/spouse employed	1. Lack of rapport 2. Poor credit risk 3. Inefficient use of time

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
1. Exhibit capacity to listen openly and attentively in this communication process 2. Maintain capacity to foster trust 3. Maintain capacity to generate integrity 4. Exhibit qualities of tact, poise, consideration, graciousness, and imagination 5. Analyze prospect's ability to pay	Measurement: non-geometric TIME --- Years, months, etc.

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret communications	1. Clarity of expression Sales techniques Appropriate diction and enunciation
2. Listening	2. Interpret communications	2. Discriminate facts from non-facts Detection of propaganda devices Concentration, noting

(TASK STATEMENT) DETERMINE LENGTH OF EMPLOYMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Customer	Step: Determine length of employment	

DECISIONS	CUES	ERRORS
1. Establish customer's credit	1. Number of jobs 2. Length of time	1. Ineffective use of time 2. Loss of financing

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principles/Concepts 1. Maintain customer allusion of privacy (personal questions) 2. Excessive identification with one's social role 3. Analyze prospect's ability to pay 4. Principle: Exhibit qualities of self-confidence, self-control, and self-reliance	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Ask for information	1. Appropriate diction, enunciation, Sales techniques
2. Listening	2. Note what is said	2. Discriminate facts from non facts Note taking

(TASK STATEMENT) ASK LENGTH OF RESIDENCE AND FORM OF OWNERSHIP

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer oriented	Steps: Obtain time in present and past residence Establish whether buying, renting, or transient	

DECISIONS	CUES	ERRORS
1. Decide whether customer has credit	1. Short residence 2. Renting 3. Equity - length of residence	1. Waste of salesperson's time 2. Poor work performance

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
1. Do not assume expected outcomes Concept: Length of residence is not the sole determining factor 2. Analyze customer's ability to pay Example: Use direct and indirect questions Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Direct and indirect questioning	1. Implying, logic, clarity of expression
2. Listening	2. Analyze oral communication	2. Discriminate facts from non facts Note taking

(TASK STATEMENT) ASCERTAIN FINANCIAL OBLIGATIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Credit Bureaus Financial Institutions Customer	Steps: Obtain information on present title of status Contact credit bureau or bank for "pay-off" Ask for present car statement	

DECISIONS	CUES	ERRORS
1. Judge customer's financial status	1. Amount of indebtedness 2. Clear and free title	1. Credit rejection 2. Loss of sale

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain capacity to foster trust Concept: Salesperson must be discreet Principle: Maintain capacity to foster confidentiality Concept: Salesperson must be discreet and let the prospect understand the reasons one must ask the kinds of questions asked Principle: Maintain customer's illusion of privacy Concept: Keep confidential items confidential Rule of ethics: "Do unto others as you would have others do unto you"	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Verbally interpret credit status	1. Gestures, facial and body features, dress; Clarity of expression, Poise; Sales techniques
2. Listening	2. Verbally interpret credit status	2. Discriminate facts from non-facts; Detection of propaganda devices; Logic, Note takin

(TASK STATEMENT) OBTAIN AGREEMENT ON STYLE, MODEL AND EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Fact Book Inventory sheet Stock order invoice	Steps: Ask for information as to desired make, model, and style Check inventory Narrow the selection Obtain customer committment	

DECISIONS	CUES	ERRORS
1. Judge customer needs	1. Size of family 2. Amount of travel 3. Personal Preferance 4. Financial status	1. Customer dissatisfaction 2. Inefficient use of time

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Excessive attachment to personal value sets which inhibit open interpersonal communication Concept: Do not allow personal bias to enter into the choosing of an auto for a customer (inhibitor) Principle: Grant appropriate regard for customer's unique needs Concept: Satisfy customer's needs Principle: Exhibit qualities of self-confidence, self-control, self-respect and adaptability Concept: Salesperson must maintain control of the situation "Consused customers may be an upsetting situation"	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret prospect's needs	1. Appropriate diction Persuasion and sales techniques
2. Viewing	2. Interpret prospect's needs	2. Visual analysis Memory, describing, logic Detail/inference Color discrimination
3. Listening	3. Interpret prospect's needs	3. Recognize opinions Note taking Discriminate facts from non facts

Duty C Demonstrate the Auto

1 Show prospect an automobile
2 Allow prospect to inspect the features and benefits of the automobile
3 Take prospect on demonstration drive
4 Lead the prospect

(TASK STATEMENT) SHOW PROSPECT AN AUTOMOBILE - SELL THAT CAR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Automobile	Steps: Take customer to inventory Select acceptable vehicle (to customer and salesperson) Salesperson should emphasize trading-up. Lead the prospect Know the product thoroughly	

DECISIONS	CUES	ERRORS
1. Determine appropriate vehicle	1. Customer expressions or actions	1. Inefficient use of time 2. Confusion in sale

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of physical expressions basic to peak physical performance Concept: Body rhythm Movement from tension to relaxation Body balance and posture Principle: Awareness of one's changing emotional states Concept: Get customer excited, appeal to emotions Principle: Paint picture of ownership Concept: Get customer into the car	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret customer needs	1. Clarity of expression Persuasion and sales techniques
2. Viewing	2. Interpret customer needs	2. Visual analysis
3. Listening	3. Interpret customer needs	3. Logic
4. Touching	4. Observe reactions	4. Shape, texture, size

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(TASK STATEMENT) LEAD PROSPECT TO INSPECT FEATURES & BENEFITS OF AUTOMOBILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Automobile Customer Optional equipment Safety equipment	Steps: Maintain product knowledge Demonstrate features and benefits Smell, touch, sight	

DECISIONS	CUES	ERRORS
1. What are the best methods to demonstrate the features and benefits	1. Customer expression and or actions (approval) disapproval 2. Customer comments (needs)	1. Poor sales demonstration 2. Loss of sale or additional profit

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of physical expression Concept: Movement from tension to relaxation Body rhythm Principle: Conscious awareness of the need for a balance (both physical and mental) between tension and relaxation Concept: Comfort, Safety Physical, emotional and intellectual health Principle: "Dramatize the benefits first then the features"	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret customer needs	1. Appropriate diction Persuasion and sales techniques
2. Listening	2. Interpret customer needs	2. Word definition
3. Viewing	3. Interpret customer needs	3. Visual analysis Describing
4. Touching	4. Observe reactions	4. Size, texture, shape

(TASK STATEMENT) TAKE PROSPECT ON A DEMONSTRATION DRIVE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Automobile Route Dealer's License Customer Keys	Steps: Make certain the demonstrator or used auto is operable Obtain proper keys and stock number Salesperson operates auto initially; customer operates vehicle on predetermined route Reexamine benefits, features and options while customer is operating Note: It is very important that the prospect drive the auto intended for him/her to purchase	Safety: Be sure equipment is understood Hazard: Sudden braking, stops

DECISIONS	CUES	ERRORS
1. Determine most desirable route 2. Decide what auto to take 3. Customer seating arrangement	1. Customer gestures, comments	1. Committment to buy 2. Inappropriate route, additional demonstration time

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Pride of ownership Concept: Constantly refer to the car as "his" or "her" (i.e. the customer's) car Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Concept: Always display professional appearance Principle: Show and describe equipment with appropriate speed and clarity Concept: Efficient use of sales time	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Verbal expressions	1. Little sales--avoid price talk benefits. Persuasion and sales techniques Logic, gestures, facial and body features, poise
2. Listening	2. Interpret prospect's interests	2. Logic, concentration Recognize opinions
3. Viewing	3. Observe reaction	3. Describing Detail/inference Visual analysis
4. Touching	4. Observe reaction	4. Size, shape and texture

(TASK STATEMENT) LEAD THE PROSPECT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Auto Inventory Customer Automobile	Steps: Take charge of the sale Identify and overcome customer objections Reconfirm the customers committment to buy Ask if the customer will buy today Note: This may be a recap step; "Is this the right car," if not, go back to the step in the sales where one has failed and secure help if necessary	

DECISIONS	CUES	ERRORS
1. When to attempt to close 2. Has the salesperson sold himself or herself and sold the dealership 3. Is the automobile sold	1. Questions on price or trade-in value and questions on montly payments 2. Customer approval 3. Comments or gestures of customer	1. Allowing customer to control the sale 2. Not overcoming objections 3. Walk-outs

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination Concept: Take charge of the sale Principle: Maintain capacity to cope with conflicting behavior Concept: Overcome objections Principle: Grant conscious attention to smoothly flowing team work Concept: Retain help if necessary Principle: Communicate pride in establishment Concept: Sell dealership	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret customer needs and wants	1. Appropriate diction Clarity of expression Persuasion and sales techniques Logic
2. Viewing	2. Interpret customer needs and wants	2. Memory Detail and inference Color discrimination
3. Listening	3. Interpret customer needs and wants	3. Discriminate facts from non facts

Duty D Determine Wholesale Value of Trade

1 Inspect tires (trade-in)
2 Examine body condition (trade-in)
3 Test drive (trade-in)
4 Validate mileage
5 Inspect the interior
6 Check-out electrical equipment
7 Check exhaust system
8 Justify trade-in appraisal

(TASK STATEMENT) INSPECT TIRES (TRADE-IN)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Thread-depth gauge	Steps: Inspect for cuts and cracks Inspect for wear Measure thread depth Check for allignment (visual)	Safety: Excessively worn tires may increase the possibility of accidents Hazard: Potential accident Potential legal implication

DECISIONS	CUES	ERRORS
1. Determine acceptable thread depth (before replacement is needed	1. Bald areas	1. Increase costs
2. Judge if replacement is necessary	2. Uneven wear	2. Loss of ACV (Actual Cost Value)

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention Observation Concentration Principle: Conscious awareness of [illegible] need for a balance (both physica[illegible]ental) between tension and [illegible]on Concept: Comfort Caution Safety Physical, emotional	Linear measurement of thread depth Positive rationals (fractions) inequality/greater than/less than: STATE SPECIFICATIONS Read and interpret tables, charts and graphs Tread chart

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Viewing	1. Check thread depth	1. Describing Recognition of codes Visual analysis
2. Touching	2. Determining unusual wear	2. Size and shape
3. Writing	3. Noting condition	3. Description

(TASK STATEMENT) EXAMINE BODY CONDITION (TRADE-IN)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Auto (trade-in)	Steps: Visual inspection of exterior	

DECISIONS	CUES	ERRORS
1. Determine repairs necessary	1. Rust Paint Chrome condition Body damage Missing or broken parts	1. Decrease resale value Decrease profit

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(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention Observation Principle: Exhibit qualities of tact, poise consideration, graciousness and imagination Concept: Customer consideration Principle: Exhibit qualities of tact, poise, consideration and graciousness Concept: Prospect consideration	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Touching	1. Feeling	1. Shape
2. Viewing	2. Observing irregularities	2. Visual analysis Describing Detail and inference
3. Writing	3. Noting or recording	3. Memo format Description Terminology

(TASK STATEMENT) TEST DRIVE (TRADE - IN)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Transmission Brakes Alignment Tracking Power Steering Differential Shocks Engine	Steps: Listen for unusual sounds (Rev engine) Note: This task is often performed at the beginning of the sales procedure; it ties into building rapport and obtaining prospect information. At this point the salesperson is the aggressor	Hazard: Resale of unsafe vehicle

DECISIONS	CUES	ERRORS
1. Determining transmission eficiency 2. Determining even braking and efficiency 3. Determine level of exhaust emission (excess) 4. Determine rideability	1. Drifting Pulls right or left Transmission slipping Unusual sounds Excessive exhaust emission	1. Increased Costs 2. Decreased profits 3. Poor engine efficiency

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to the optimal mental performance Concept: Attention Observation Concentration Mental alertness Principle: Capacity to perceive, quickly integrate and function well in the face of unexpected situational variables Concept: Unusual sounds-- ride-- sight Principle: Exhibit qualities of tact Concept: Prospect consideration	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Listening	1. Evaluating	1. Noise Discrimination Proper, inproper sounds Discriminate facts from non facts
2. Viewing	2. Inspecting	2. Describing (discrimination and verbalization)
3. Writing	3. Noting condition	3. Description of mechanism Memo format

(TASK STATEMENT) VALIDATE MILEAGE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Odometer Odometer mileage statement	Steps: Complete odometer mileage statement upon trade-in time Visually check odometer	Safety: High mileage may increase possibility of accidents equipment failure Hazard: Potential accidents

DECISIONS	CUES	ERRORS
1. Determine legitimate showing 2. Determine value for amount of miles	1. Uneven numbers 2. Car condition relating to actual mileage	1. Dealership and owner liability 2. Change A.C.V. (Actual Cash Value)

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of quality basic to optimal mental performance Concept: Attention, observation Principle: Exhibit qualities of tact Concept: Prospect consideration	WHOLE NUMBERS MEASUREMENT: GEOMETRIC linear --- Miles ORDERING-- Use of numbers without calculation

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Reading	1. Inspect	1. Speed/rate
2. Viewing	2. Inspect and compare	2. Detail and Inference Visual analysis
3. Writing	3. Noting	3. Informational reports

(TASK STATEMENT) INSPECT THE INTERIOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Auto trade-in Jack and spare Lug wrench	Steps: Visual observation (inspect thoroughly)	

DECISIONS	CUES	ERRORS
1. Determine condition (upholstery headliner and floor covering) 2. Observe missing knobs, handles and switches 3. Determine cost of missing equipment	1. Worn Spoiled Torn	1. Added expense to dealer 2. Customer dissatisfaction

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(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of quality basic to optimal mental performance Concept: Attention Observation Principle: Exhibit qualities of tact Concept: Prospect consideration	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret trade-in offer	1. Persuasion and sales techniques Logic Clarity of Expression
2. Writing	2. Assignment of condition	2. Classification Penmanship Description Clarity of expression

(TASK STATEMENT) CHECK-OUT ELECTRICAL EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Auto trade-in Radio Wipers Battery Light switches, dome lights Air-conditioning Turn signals Heater	Steps: Operate various components	Safety: Electrical shorts Hazard: Potential fire

DECISIONS	CUES	ERRORS
1. Determine efficiency and/or malfunction	1. Non-performance of electrical equipment	1. Scratched or damaged windshield 2. Dealer expense 3. Dissatisfied customer

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention, observation Principle: Exhibit qualities of tact Concept: Prospect consideration	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Viewing	1. Interpret value of trade	1. Visual analysis
2. Listening	2. Interpret value of trade	2. Auditory discrimination
3. Writing	3. Interpret value of trade	3. Memo format, Terminology, Diction, Description

(TASK STATEMENT) CHECK EXHAUST SYSTEM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Auto trade-in Muffler, tail pipe	Steps: Visual and audio observation	Safety: Poor performance, environmental damage Hazard: Asphxiation

DECISIONS	CUES	ERRORS
1. Is replacement necessary	1. Vibration 2. Unmuffled sounds 3. Holes 4. Location	1. Asphyxiation 2. Legal implication 3. Cost factor

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention, observation Principle: Conscious awareness of the need for a balance (both physical and mental) Concept: Comfort, safety, physical health Principle: Exhibit qualities of tact Concept: Prospect consideration	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Listening	1. Interpret value of trade	1. Noise discrimination
2. Writing	2. Interpret value of trade	2. Memo format, Description, Terminology

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(TASK STATEMENT) JUSTIFY TRADE-IN APPRAISAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
N.A.D.A. (National Automobile Dealers Association) wholesale price book or comparable book	Steps: Refer to current edition of N.A.D.A. Condition of trade (clean, average, rough) Determine make, model, year, equipment Obtain wholesale value (price)	

DECISIONS	CUES	ERRORS
1. Determine how much to offer for the trade	1. Check engine serial number, model number, mileage and equipment, manufacturer's plate or title	1. Misrepresentation 2. Improper evaluation

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit quality of fact Concept: Customer consideration Principle: Exhibit qualities of self-confidence, self-control, self-reliance, adaptability Concept: Professionalism Principle: Capacity to maintain open-mindedness and composure	Equality/equivalence (as pertains to rate book)

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret trade-in offer	1. Persuasion and sales techniques, Logic, Clarity of expression
2. Writing	2. Assignment of condition	2. Classification, Penmanship, Description, Clarity of expression

Duty E Prepare the Purchase Order

1 Record customer information
2 Record description of purchase and trade-in

(TASK STATEMENT) RECORD CUSTOMER INFORMATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Purchase order Customer	Steps: Print legibly full name, address, county, city, state and phone number Validate age	

DECISIONS	CUES	ERRORS
1. Be sure all information is correct	1. Drivers license	1. Invalid contract 2. Titled improperly

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Excessive attachment to fixed-projected time sets (e.g. schedules, appointments) Concept: "Haste makes waste" Principle: Grant appropriate regard for customer's personal space (convenience and special interest) Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpretation of customer information	1. General vocabulary Usage
2. Writing	2. Interpretation of customer information	2. Penmanship Spelling Description
3. Listening	3. Interpretation of customer information	3. Discriminate facts from non facts
4. Viewing	4. Interpretation of customer information	4. Detail and inference

(TASK STATEMENT) RECORD DESCRIPTION OF PURCHASE & TRADE IN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
P.O. (Purchase Order) Stock cards or inventory list Customer	Steps: List new or used, model-year make, model, type, color, trim, serial number, stock number List optional equipment	

DECISIONS	CUES	ERRORS
1. Is the information correct	1. Serial number Stock number	1. Invalid purchase order

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Describe facilities (equipment) with appropriate speed and clarity Concept: Accuracy Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention Concentration Mental alertness Organization	Use of Numbers (without calculation) CODING ---- Identify using stock numbers

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpretation of vechicle information	1. Terminology Clarity of expression
2. Reading	2. Interpretation of vechicle information	2. Description of mechanism Terminology
3. Viewing	3. Interpretation of vechicle information	3. Describing Detail and inference Color discrimination Recognition of symbols, codes and emblems

Duty F Compute the Total Sales Price

1 Determine the dealer's sale price
2 Obtain trade-in allowance
3 Compute dealer's discount

(TASK STATEMENT) DETERMINE DEALER'S SALE PRICE OF AUTOMOBILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Sticker -- Manufacturer's suggested retail price Used car --- Dealer's price list New car order book Purchase order	Steps: Ascertain base price (manufacture suggested) Total up retail cost of desired optional equipment Enter extra charges (such as delivery and handling) Compute sales tax (title fees, transfers of license plates, memo copy of title, and license fees)	

DECISIONS	CUES	ERRORS
1. Are the figures correct	1. Cross reference	1. Wrong sales price

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
	Set of Real Numbers --- Adding columns Properties of the real number system Distributive (multiplication W.R.T. addition) COMPUTE SALES TAX USING PERCENTAGES Basic Arithmetic skills and concepts: FINDING A PERCENT OF A NUMBER

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Reading	1. Obtain numerical information	1. Informational reports Detail and inference Comprehension
2. Writing	2. Recording customer needs	2. Classification Penmanship
3. Viewing	3. Recording customer needs	3. Logic Memory

(TASK STATEMENT) OBTAIN TRADE-IN ALLOWANCE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Trade - In Customer N.A.D.A.	Steps: Determine condition of trade-in Refer to N.A.D.A. Arrive at wholesale price Confer with sales manager or another party (privately)	

DECISIONS	CUES	ERRORS
1. Determine retail value	1. Condition of trade	1. Increase or decreased profit for agency Commission increased or decreased

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit qualities of tact, poise consideration, graciousness and imagination Principle: Maintain capacity to foster trust Principle: Exhibit qualities of self-confidence, self-control, self-reliance and self-respect Principle: Grant conscious attention to smoothly flowing team work	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Viewing	1. Evaluating allowance	1. Visual analysis Describing
2. Reading	2. Re-interpret wholesale value	2. Comprehension
3. Speaking	3. Confirming transaction	3. Clarity of expression

(TASK STATEMENT) COMPUTE DEALER'S DISCOUNT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Purchase order Customer Dealer/sales manager	Steps: Determine whether or not a discount is appropriate Determine the amount by consulting with sales manager Perform mathematical computation	

DECISIONS	CUES	ERRORS
1. The amount of discount to be given	1. Customer demand	1. Loss of sale 2. Loss of profit

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Grant conscious attention to smoothly flowing team work	Basic measurement skills and concepts: Measurement : non-geometric MONEY Basic arithmetic skills and concepts: FINDING A PERCENT OF A NUMBER Percent of Manufacturer's suggested retail price

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpreting agency policy	1. Clarity of expression Persuasion and sales techniques
2. Writing	2. Interpreting agency policy	2. Penmanship
3. Listening	3. Interpreting agency policy	3. Logic Detection of propaganda devices Discrimination of facts from non facts

Duty G Close the Sale

1 Maintain proper closing situation
2 Reassure the prospect
3 Use a variety of closing techniques
4 Obtain transaction approval
5 Determine when to turn-over (prospect)
6 Follow-up walk-outs

(TASK STATEMENT) MAINTAIN PROPER CLOSING SITUATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Closing office or area Order pad Customer	Steps: Properly position buyer Eliminate distractions Clear all unnecessary materials from work area Work with only one order pad Note: This task is usually the first step in preparing for the close	

DECISIONS	CUES	ERRORS
1. Is the situation conducive to closing	1. Relaxed customer, silence Comments	1. Difficult closing

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain customer's illusion of privacy by avoiding excessive noise or movement Concept: Maintain customer concentration Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Concept: Selling onesself	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Viewing	1. Maintain customer concentration	1. Logic Ordering of thoughts and perceptions Detail and inference Memory retention

(TASK STATEMENT) REASSURE THE PROSPECT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Stock card (auto description new) Order pad	Steps: Answer questions and objections Reinforce customer's ability to buy/ Reduce anxiety Sympathize with the customer Note: This task may appear in every stage of the close. The salesperson must always be on the defensive; The customer at this point is under considerable strain and should be handled cautiously	

DECISIONS	CUES	ERRORS
1. Is customer confident	1. Customer's gestures and positive comments	1. Uneasy close, lack of trust 2. Loss of sale

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain capacity to cope with conflicting behavior Principle: Maintain capacity to foster trust Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Concept: Establish customer confidence	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Deliver oral instructions	1. Persuasion and sales techniques Appropriate diction Poise
2. Listening	2. Interpret customer objections	2. Recognize opinions
3. Viewing	3. Interpret customer objections	3. Logic Detail and inference

(TASK STATEMENT) USE A VARIETY OF CLOSING TECHNIQUES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Order pad	Steps: Direct Close (hand pen, ask for signature) Assumptive Close (would customer like to pick the car up tomorrow) Demonstration Close (re-demonstrate auto) Prompt Action Close (explain that someone else may buy this auto) Silent Close (remain silent) Confrontation Close (no more time, politely close discussion)	

DECISIONS	CUES	ERRORS
1. Whether to ask for help or turnover 2. Use of right technique	1. Signature, deposit	1. Failure to close

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit capacity to ascertain best closing methods for the particular customer type Concept: Choose correct closing method Principle: Maintain capacity to cope with conflict behavior Concept: Size up the prospect Principle: Exhibit qualities of tact, poise, consideration and imagination Concept: "Put your best foot forward"	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Communicate closing techniques	1. Terminology, Clarity of expression
2. Writing	2. Obtain signature	2. Persuasion and sales techniques
3. Listening	3. Interpret objections	3. Discriminate fact from non-fact

(TASK STATEMENT) OBTAIN TRANSACTION APPROVAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Purchase order Customer Trade-in Auto new or used Cost factors County sales tax records Title papers Fact books Deposit slips	Steps: Obtain appraissel on trade-in Determine sales price information Determine total cash price Add sales tax and title fees Record cash down payment Record pay off Record customer deposit and signature Record cash difference Discuss payment Seek sales manager's approval Note: This task is mainly administrative in nature and is usually just a formality; psychologically it helps to ease tension	

DECISIONS	CUES	ERRORS
1. When to seek sales manager's approval	1. Signed order and deposit	1. Dealership refusal

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Grant conscious attention to smoothly flowing team work Concept: Verification of transaction Principle: Excessive attachment to fixed-projected time sets (Schedules, Appointments) Concept: Determination of purpose Principle: Capacity to maintain open-mindedness and composure in the far seemingly different eccentric or clashing values expressed behaviorably or verbally. Concept: Do not allow the partcipants to become distracted	Set of Real Numbers --- Use of Whole Numbers Use of Numbers (without calculation) COUNTING

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Implementing sales data	1. Terminology Clarity of expression Persuasion and sales techniques
2. Reading	2. Implementing sales data	2. Comprehension Detail and inference Informational reports
3. Writing	3. Implementing sales data	3. Penmanship Classification Clarity of expression
4. Viewing	4. Implementing sales data	4. Describing Detail and inference

(TASK STATEMENT) DETERMINE WHEN TO TURN OVER (ALLOW SOMEONE ELSE TO HELP)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Sales Manager Other salespersons Closer (one man that does nothing but close)	Steps: Ask for assistance Predetermine signal for help Formal introduction of sales manager or other salespersons Leave closing area Note: A salesperson may have covered all the tasks thoroughly but cannot obtain a commitment; psychologically a new face or voice may help close the sale	

DECISIONS	CUES	ERRORS
1. Inability to close 2. Having given best effort 3. Switching auto	1. Length of time 2. Inability to close 3. Customer leaving 4. Objections	1. Customer walk-out

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain capacity to foster cooperation Concept: Teamwork makes for smoother operation Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Attention Observation Mental alertness Organization	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Listening	1. Terminating effort	1. Auditory discrimination Logic
2. Speaking	2. Asking for assistance	2. Gestures (signals) facial and body

(TASK STATEMENT) FOLLOW-UP WALK-OUTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Prospect Auto Order pad	Steps: Make final offer at dealership as prospect is walking out Give "low ball" (below cost figure) Immediate follow-up of closing at home or try turn-over Note: Experience will show that a home visit will usually close the sale; psychologically, the prospect feels safer at home and the new auto looks even better in his drive. The salesperson may have to begin from the demonstration drive	

DECISIONS	CUES	ERRORS
1. Can buying figure be dropped 2. Should auto be switched 3. Should "low ball" be used 4. Should follow-up be continued	1. Comments, gestures 2. Agency policy 3. Objections	1. Business for competition 2. Loss of sale, poor public relations

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Conscious awareness of qualities basic to optimal mental performance Concept: Mental alertness Mental clarity Alertness Principle: Maintain capacity to cope with conflicting behavior Principle: Grant appropriate regard for customer's personal space (convenience and special interest)	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Delivering final offer	1. Appropriate diction Persuasion and sales techniques Gestures Facial and body features
2. Listening	2. Interpret customer's interest	2. Recognize opinions Detection of propaganda devices

Duty H Order the Prospect's Automobile

1 Determine make, model and style of new automobile

(TASK STATEMENT) DETERMINE MAKE, MODEL AND STYLE OF NEW AUTO (ORDERING)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
New car order book (optional equip. list, color codes, interior availability) Purchase order Color chart	Steps: Obtain customer's wants Record information on purchase order Show new car order book to customer Explain optional and standard equipment available Note: The salesperson must follow the same procedures as selling from stock	

DECISIONS	CUES	ERRORS
1. Equipment availability 2. Satisfied customer	1. Customer's gestures and comments	1. Loss of sale 2. Decrease commission

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(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Principle: Exhibit capacity to listen openly and and attentively (without bias) in this communication Principle: Exhibit capacity to foster trust Principle: Grant appropriate regard for customer's unique needs	Reading and interpreting tables, charts and graphs Manufacturer's symbols and codes for make, model, style, optional equipment, and interior

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret customer's wants	1. Terminology Clarity of expression Logic Persuasion and sales techniques
2. Writing	2. Interpret customer's wants	2. Penmanship Memo format Informational reports (P.O.)
3. Listening	3. Interpret customer's wants	3. Recognize opinions
4. Viewing	4. Interpret customer's wants	4. Visual analysis Describing , Color discrimination Recognition of symbols, codes emblems

Duty I Finance the Customer

1 Prepare credit application
2 Contact lending institutions
3 Explain credit process
4 Explain the payment plan
5 Finalize customer financing

(TASK STATEMENT) PREPARE CREDIT APPLICATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Credit application Customer Lending institution	Steps: Obtain all necessary information from customer Fill out credit application completely and legibly Select lending institution Note: This task should be relatively easy if the salesperson has obtained a majority of the information from the first set of tasks; hopefully, the prospect has not misinformed the salesperson in any aspect	

DECISIONS	CUES	ERRORS
1. What institution to select	1. Buyers preferance 2. Agency policy 3. Creditability	1. Loan approval denied

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination Principle: Grant appropriate regard for customer's unique needs Principle: Maintain capacity to foster confidentiality Principle: Exhibit capacity to engender clear statements of rationale Principle: Exhibit capacity to foster trust Principle: Grant appropriate regard for customer's personal space	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Reading	1. Comprehending written instructions	1. Informational reports
2. Writing	2. Detailing information	2. Penmanship Spelling Description
3. Listening	3. Interpret customer information	3. Discriminate facts from non facts
4. Viewing	4. Interpret customer information	4. Detail and inference

(TASK STATEMENT) CONTACT LENDING INSTITUTIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Telephone Credit application Purchase order	Steps: Clearly repeat to lending institution all information on credit application Answer questions as to physical information Relate purchase order figures, amount to be financed and including down payment Identify party contacted and results	

DECISIONS	CUES	ERRORS
1. Who to contact 2. Alternative financing	1. Personal acquaintance	1. Loss of financing

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain capacity to foster trust Principle: Maintain capacity to foster confidentiality Principle: Maintain capacity to generate integrity Principle: Grant conscious attention to smoothly flowing team work	

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Delivering verbal instructions	1. Appropriate diction Clarity of expression Persuasion and sales techniques Logic
2. Reading		2. Informational reports
3. Viewing		3. Logic

(TASK STATEMENT) EXPLAIN CREDIT PROCESS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Credit application Customer	Steps: Inform customer of credit check results Discuss with customer alternative methods of financing if credit disapproved Encourage larger downpayment Switch to less expensive vehicle	

DECISIONS	CUES	ERRORS
1. When to terminate effort 2. When to ask for co-signer	1. Poor credit report 2. Improper credit check	1. Poor customer relations

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(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination Principle: Maintain capacity to foster confidentiality Principle: Maintain capacity to cope with conflicting behavior Principle: Capacity to perceive quickly, integrate and function will in the face of unexpected situational variables	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Relaying credit information	1. Terminology Clarity of expression Enunciation Appropriate diction
2. Reading	2. Relaying credit information	2. Reccomendation reports

(TASK STATEMENT) EXPLAIN PAYMENT PLAN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Payment book Customer Purchase order	Steps: Determine net amount to be financed Refer to payment chart as to months and interest Discuss as to insurance needs and benefits Explain exact amount of monthly charges	

DECISIONS	CUES	ERRORS
1. What chart to use	1. Agency policy	1. Misunderstanding Misrepresentation

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Show and describe procedures with appropriate speed and clarity Principle: Grant appropriate regard for customer's unique needs Principle: Exhibit qualities of tact, poise, consideration, graciousness, and imagination	Basic Measurement Skills and Concepts: Read and interpret tables, charts and graphs USE OF PAYMENT BOOK FOR ASCERTAINING FIGU

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Delivering verbal instructions	1. Clarity of expression Logic Poise Gestures
2. Reading	2. Interpret finance chart	2. Comprehension Detail and inference Proposals

(TASK STATEMENT) FINALIZE CUSTOMER FINANCING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Purchase order Bank or loan company's mortgage papers Credit application (File folder)-- Sales jacket	Steps: Obtain signature on all necessary documents Double check all papers that have been properly completed Place documents in customer's sales jacket Fill out sales jacket information Present sales jacket to sales manager	

DECISIONS	CUES	ERRORS
1. Have the documents all been completed	1. Sales manager approval	1. Duplication time and effort

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables Principle: Grant conscious attention to smoothly flowing team work	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Writing	1. Recording customer information	1. Penmanship Description Memo format
2. Viewing	2. Observing documents	2. Visual analysis Memory Logic Detail and inference Recognition of symbols and codes

Duty J Follow-Up the Sale and Delivery

1 Arrange for final delivery
2 Follow-up dealer preparation
3 Deliver the automobile
4 Perform rapid follow-up of current customers
5 Coordinate service problems

(TASK STATEMENT) ARRANGE FOR FINAL DELIVERY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer	Steps: Confirm delivery date, time and place Remind the customer to bring needed cash License plates or 20 day tags (sign for) Discuss legal responsibilities	

DECISIONS	CUES	ERRORS
1.Are final arrangements complete	1. Agency policy, customer needs	1. Poor public relations 2. Uncertain delivery

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Exhibit capacity to engender clear statements of rationale Concept: Confirming agency policy Principle: Maintain regard for differing views on maximum efficiency of the operation Principle: Grant appropriate regard for customer's unique needs Principle: Exhibit capacity to ascertain best service for the particular party type requested	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpreting agency policy	1. Clarity of expression Enunciation Implying Logic Appropriate diction
2. Viewing	2. Interpreting agency policy	2. Memory Logic Visual analysis Detail and inference

(TASK STATEMENT) FOLLOW-UP DEALER PREPARATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Automobile Purchase order	Steps: Visually inspect car preparation Check for Equipment installation Gather warranty card and customer's auto manual Fill out warranty card or agreements Gather keys Obtain/Attach temporary tags if necessary	

DECISIONS	CUES	ERRORS
1. Is the car ready for delivery	1. Automobile	1. Poor customer relations

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain regard for differing views on maximum efficiency of the operation Principle: Grant appropriate regard for customer's unique needs Principle: Grant conscious attention to smoothly flowing team work	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Viewing	1. Inspecting automobile preparation	1. Visual analysis Logic Detail and inference Recognition of symbols and codes and emblems
2. Writing	2. Preparing warranty	2. Penmanship Classification

(TASK STATEMENT) DELIVER THE AUTOMOBILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Hand tools Customer Automobile Trade-in	Steps: Receive trade-in title and outstanding cash Receipt the cash Obtain customer's signature on title Explain the warranty and operator's manual Brief introduction to service department Demonstrate operation of the equipment	

DECISIONS	CUES	ERRORS
1. Are all questions answered and fully explained	1. Customer satisfaction	1. Poor customer relations

(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Show and describe facilities with appropriate speed and clarity Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination Principle: Grant appropriate regard for customer's personal space (convenience and special interest)	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpreting agency policy	1. Implying Clarity of expression Enunciation
2. Writing	2. Preparing receipt	2. Memo format Penmanship
3. Touching	3. Operating equipment	3. Manipulative

(TASK STATEMENT) PERFORM RAPID FOLLOW-UP OF CURRENT CUSTOMERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Bus cards Letters	Steps: Upon delivery seek referrals Keep in contact with customer	

DECISIONS	CUES	ERRORS
1. When to schedule periodic contacts (with first 72 hrs. most beneficial)	1. Satisfied customer	1. Loss of referrals (loss of sale) 2. Repeat business

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(TASK STATEMENT)

SCIENCE	MATH - NUMBER SYSTEMS
Principle: Maintain capacity to foster cooperation Principle: Communicate pride in establishment Principle: Exhibit qualities of tact, poise, consideration, graciousness and imagination Principle: Grant appropriate regard for customer's personal space (convenience and special interest	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Seeking referrals	1. Clarity of expression Appropriate diction Implying Persuasion and sales techniques
2. Listening	2. Seeking referrals	2. Note taking Detection of propaganda devices

(TASK STATEMENT) COORDINATE SERVICE PROBLEMS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Service manager Telephone	Steps: Establish rapport with service department Refer customer to service department Refer to parts department	

DECISIONS	CUES	ERRORS
1. Determine the seriousness of the situation 2. Determine whether to handle the situation oneself	1. Agency policy	1. Poor customer relations 2. Loss of selling time 3. Loss of future sales

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(TASK STATEMENT)

SCIENCE	MATH – NUMBER SYSTEMS
Principle: Maintain regard for differing views on maximum efficiency of operation	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
1. Speaking	1. Interpret needs	1. Implying Logic Persuasion and sales techniques
2. Listening	2. Interpret needs	2. Discriminate facts from non facts Recognize opinions

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GLOSSARY OF TRADE TERMS

A.C.V. - Actual cash value
As Is - Nothing will be done to the auto
Be Back - Lost sale
Bird Dog - Person who obtains prospects for monetary gain
Bump - Raise the sale price
Cold Call - No idea of whom you are calling
Cold Stab - No idea of whom you are calling
Duck - A typical potential customer
Double Dip - Financing term, where customers are financed at two or more places
Gold Plated - Credit of the customer is excellent
High Ball - Dealer raises the sale price above normal
Leads - Prospective customer
Lien - Owes money on present auto
Low Ball - Dealer lowers the sale price below what he will actually sell the auto
N.A.D.A. - National Automobile Dealers Association wholesale price book
P.O. - Purchase order
Referral - Prospective customer
Shopper - Prospective customer
Skating - Another salesperson takes your customer
Switch - Trade customer up or down (new or used)
Trade-Up - Sell customer more than he/she wants
Turn-Over - Give customer to another salesperson
Up - A typical potential customer
Walk-Out - Loss of sale